



## Tourism Development Commission Annual Report

Prepared by Holli Shannon, Tourism Assistant, December 29, 2017

Approved by the Tourism Development Commission on February 20, 2018

Web Site Address: <http://www.scottsdaleaz.gov/boards/tourism-development-commission>

**Number of Meetings Held:** #13

**Public Comments:** #52

### Major Topics of Discussion / Action Taken:

- Reviewed and made recommendations (7-0) **to support** the NCHA Scottsdale Western Nationals Event in the amount of up to \$30,000 each year for two years in January. City Council approved recommendation on consent on March 7, 2017.
- Reviewed the draft agenda for the 2017 annual work study session in January and the Work Study session was held in February. We had public comments at the work study session from Sandy Schenkat regarding capital improvement projects, French Thompson regarding the arts district and Laetitia Hua introduced herself as Miss Scottsdale. The work study follow-up was held in March.
- Reviewed and made recommendations (7-0) **to support** \$331,000 of Tourism Development Funds allocated for FY 2016/17 towards the Tourism Strategic Plan and recommendation for allocation of Tourism Development Funds for the Tourism Strategic Plan for the FY 2017/18 Budget process.
- Received an update on the Canal Convergence event in March. In April, reviewed and made recommendations (7-0) **to support** the Canal Convergence Event in 2017/18 in the amount of \$650,000 from the carry-over tourism funds with the stipulation that the 4-day event be held over two weekends. Diana Smith made a public comment on this item. City Council approved recommendation 7-0 on June 27, 2017.
- Received a Parada del Sol Parade update in May. Reviewed and made recommendations (6-0) **to support** the Parada Parade \$79,400 annually for five years from event development funds. City Council approved on consent July 5, 2017.
- Received a Scottsdale International Film Festival update in May. Reviewed and made recommendations (6-0) **to support** the Film Festival \$37,500 annually for three years from event development funds. City Council approved on consent July 5, 2017.
- Reviewed and made recommendations (6-0) **to support** the Scottsdale Grand Prix Funding Request in the amount of \$75,000 from tourism event development funds in June. City Council approved recommendation on consent on August 29, 2017.
- Reviewed and made recommendations (6-1) **to support** the changes to the Community Event Funding Program. City Council approved recommendation on consent on August 29, 2017.
- In May, reviewed and made recommendations (5-0) **to support** the Highway to Hell funding request in the amount of \$75,000 from tourism event development funds. The event was cancelled and never went to Council.
- There was a joint work study held in August with the McDowell Sonoran Preserve Commission regarding the Desert Edge. There were public comments made at that meeting from James Heitel and Jason Alexander.

- Reviewed and made recommendations (6-1) **to support** the concept, business plan and allocation of tourism funds for the Desert Edge Concept in September. City Council requested a clarification regarding the TDC recommendation on September 26, 2017. There were public comments regarding this item made by the following: Christie Lee Kinchen, Jason Alexander, Brad Kunde, Nancy Voohees, Michelle Fallen, Sonja Matson, Wayne Oly, Emily Austin, Craig Bell, Howard Meyers, Barb Wang, Paul Haizlip, Phil Pangrazio, Melinda Gulick, Dave Bolman, Teddy Sifert, Kristen Jaskie, Linda Raish, Betty Janik, Diana Devine, Andrew Chippindall, Alex McLaren, Jackie Keogh, Mike Miller, Kevin Maxwell.
- At the October 17 TDC meeting, the Commission clarified the September 26 recommendation regarding funds for the Desert Edge Concept. In October, the following people made comments on this item: Emily Autin, Patty Badenboch, Solange Whitehead, Howard Meyers & Jason Alexander.
- Reviewed and made recommendations (5-0) **to support** the Artwalk event funding request in the amount of \$75,000 annually for three years requiring an attendance increase of 20% annually year over year. City Council approved recommendation on consent on August 29, 2017. Sandy Schenkat made a comment regarding the Artwalk and also shared a comment from Brad Richardson and Elaine Horejs. Kathleen McDonald made a comment regarding this event as well.
- Scottsdale Museum of the West requested funds for operations and marketing efforts in September. The Commission chose **not to support** the effort at that time and asked the SMOw to return with more detail. They returned in October and the Commission reviewed and made recommendations (5-1) **to support** the use of tourism funds for the Scottsdale Museum of the West operations and marketing efforts in the amount of \$500,000. City Council approved recommendation on consent on October 17, 2017. Sandy Schenkat made a public comment regarding this item in September.
- Reviewed proposed FY2017/18 Tourism (Bed Tax) budget update in April and made recommendation (7-0) **to support** with exception of the \$75,000 for International Visitors. In May, reviewed and made recommendations (5-0) **to support** Tourism Budget and Tourism Related CIP update. City Council approved budget items (7-0) on June 13, 2017.
- Reviewed and made recommendations (7-0) **to support** the 2018 Off-Road Expo event funding proposal in the amount of \$75,000 from the tourism event development funds in September. City Council approved recommendation on consent on October 17, 2017.
- Reviewed and made recommendations (6-0) **to support** the 2017 International Off-Road Expo event funding proposal in the amount of \$70,000 from the tourism event development funds in October. City Council approved recommendation on consent on November 13, 2017.
- Reviewed in April and made recommendations (5-0) regarding the FY17/18 Event Funding Programs in May. Council approved programs on consent on June 27, 2017.
- Reviewed and made recommendations (6-0) **to support** the Parada del Sol Rodeo Funding Proposal in the amount of \$75,000 annually for three years from the tourism event development funds in October. City Council approved recommendation on consent November 28, 2017.

- Reviewed and made recommendations (6-0) **to support** the Scottsdale Culinary Festival Funding Proposal in the amount of \$75,000 annually for three years from the tourism event development funds in November. This goes to City Council on January 8, 2018.
- Reviewed and made recommendations (7-0) **to support** the WestWorld funding request for \$330,000 to pave lot G and \$160,000 to relocate electrical services in Lot H at WestWorld at the September 19 TDC meeting. Council approved this (6-1) on October 10, 2017. Craig Jackson and Jason Rose made public comments about WestWorld.
- Reviewed and made recommendation (6-0) **to support** funding the Sky Harbor Connection program in the amount of \$300,000 in November. City Council approved recommendation on consent December 5, 2017.
- Reviewed and made recommendations on the events that applied for funding in all of the programs as recommended by the event working group in January, March, April, July, August, September, October, November and December. Public comments were made on these events by the following people: Jake Adams, Sharon Cini, Glen Spencer, Trey Granger, Kathleen Wade, Diana Smith, Carter Unger, and Robert Ramirez.
- Reviewed FY2017/2018 Experience Scottsdale Destination Marketing Program Objectives in March and made recommendation **to support** Experience Scottsdale's program of work as presented in April. City Council approved recommendation on consent on August 28, 2017.
- Reviewed and made recommendation (5-0) to support the 2018/19 Tourism budget in December.
- Reviewed the Experience Scottsdale's quarterly reports in March, May, August and November.
- Reviewed and made recommendation regarding the 2016 TDC Annual Report in January and March.
- Received updates on the Civic Center Mall Master Plan in January.
- Received an update on the Community Solid Waste and Recycling Strategic Plan and how it may impact the tourism industry in January.
- Scottsdale Museum of the West gave an update on their marking plan in January.
- Staff gave an update on Scottsdazzle 2016 in January.
- Received update on the Tourism Downtown Feasibility Study (Downtown 2.0) in April.
- Received an update on the Fiesta Bowl in March.
- Longwoods presented the Scottsdale 2016 Visitor Research Presentation in August.
- Received a Scottsdale Stadium update in November.
- Received an update from Transportation in November.
- Received a Tourism Strategic Plan update in December.
- Discussed the Tourism related Capital Project Evaluation in March, June and July.
- Reviewed the 2018 work study agenda in November.

**Current Member Attendance:**

<b>Member Name, Title</b>	<b>Present</b>	<b>Absent</b>	<b>Service Dates</b>
David Scholefield, Chair	12	1	From January to December
Carl Grupp, Member	11	2	From January to December
Camille Hill, Member	11	2	From January to December
Linda Dillenbeck, Vice Chair	13	0	From January to December
Frank Ashmore, Member	12	1	From January to December
Ren Hirose, Vice Chair	4	2	From January to June
Robert McCreary, Member	7	1	From January to August
*Ken McKenzie	5	2	From July to December

\*David Winter 3 1 From September to December

\*Ken McKenzie replaced Ren Hirose and David Winter replaced Robert McCreary.

**Subcommittees:** None

**Ethics Training:** YES (video and sign off)

**Selected Officers:** YES – January 17, 2017 and Election of new Vice-Chair on July 18, 2017 due to Ren Hirose departure.

**Reviewed Bylaws/City Code:** No

**Anticipated Key Issues:**

**Future Significant Work Products:**

**Upcoming Opportunities, Challenges, or Outcomes:**

**Additional Comments/Recommendations:** If the Board/Commission wishes to add additional comments or recommendation(s) to the City Council, it can go in this section.